

Client: HOEKSTRA FOR US SENATE
Product: CANDIDATE
Campaign: Campaign 10/29/2012 11:02 am

Station Order

218530
SmartPlus

Estimate No.:
Contract No.:
Job No.:

Rev #: 2
Flight From: 10/31/2012 to 11/06/2012

Buyer Name: Administrative Login
Sweeps: Share Jul 2012 -> HUT/PUT Jul 12

Adg. Order No.: 516
WS Order No.: 1517
Contract No.:

Market: GRAND RAPIDS-KALMZOO-B.CR
Station: WOOD
Station Contact:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Secondary Rate/ Total	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	Total Spots	DMA P 35+ (R)	DMA P 55+ (R)
1	MTWTFSSu 11:00P-11:30P	LN 30	NBC25NWS-11	\$900.00 \$2,700.00	\$766.00 \$2,295.00	✓	✓	✓	✓	✓	✓	✓	3	6.0	6.9 2100 ✓
2	MTWTF-- 06:00A-07:00A	EM 30	NEWS8-DAYBREAK	\$400.00 \$800.00	\$340.00 \$680.00	✓	✓	✓	✓	✓	✓	✓	2	3.2	4.1 800 ✓
3	MTWTF-- 07:00A-09:00A	EM 30	TODAY SHW	\$650.00 \$1,950.00	\$552.50 \$1,657.50	✓	✓	✓	✓	✓	✓	✓	3	4.6	6.2 1950 ✓
4	MTWTF-- 12:00P-01:00P	DT 30	NEWS 8 AT NOON	\$225.00 \$675.00	\$191.25 \$573.75	✓	✓	✓	✓	✓	✓	✓	3	4.1	6.9 675 ✓
5	MTWTF-- 05:30P-06:00P	EN 30	NEWS	\$2,025.00 \$6,075.00	\$1,721.25 \$5,163.75	✗	✗	✗	✗	✗	✗	✗	3	7.0	10.0 1150 ✓
6	MTWTF-- 06:00P-06:30P	EN 30	NEWS	\$3,375.00 \$10,125.00	\$2,898.75 \$8,696.25	✓	✓	✓	✓	✓	✓	✓	3	8.4	11.6 6000 ✓
7	MTWTF-- 11:35P-12:35A	PR 30	TONIGHT SHOW	\$900.00 \$2,700.00	\$766.00 \$2,295.00	✓	✓	✓	✓	✓	✓	✓	3	2.3	2.7 1900 ✓
8	MTWTF-- 10:00P-11:00P	PR 30	CHICAGO FIRE	\$875.00 \$2,625.00	\$743.75 \$2,231.25	✓	✓	✓	✓	✓	✓	✓	3	2.4	3.3 875 ✓
9	MTWTF-- 10:00P-11:00P	PR 30	ROCK CENTER	\$750.00 \$2,250.00	\$637.50 \$1,912.50	✓	✓	✓	✓	✓	✓	✓	3	1.8	2.2 1500 ✓
10	MTWTF-- 10:00P-11:00P	PR 30	DATELINE	\$875.00 \$2,625.00	\$743.75 \$2,231.25	✓	✓	✓	✓	✓	✓	✓	3	4.9	5.7 1750 ✓
11	MTWTF-- 12:30A-01:30A	LF 30	FALLON	\$75.00 \$2,250.00	\$63.75 \$1,912.50	✓	✓	✓	✓	✓	✓	✓	3	0.8	0.8 225 ✓
12	MTWTF-- 03:00P-04:00P	DT 30	DR OZ	\$125.00 \$375.00	\$106.25 \$318.75	✓	✓	✓	✓	✓	✓	✓	3	1.1	1.5 500 ✓
13	MTWTF-- 05:00P-06:30P	EN 30	NEWS	\$675.00 \$2,025.00	\$573.75 \$1,721.25	✓	✓	✓	✓	✓	✓	✓	3	6.6	9.7
14	MTWTF-- 07:00P-07:30P	PI 30	INSIDE EDITION	\$1,350.00 \$4,050.00	\$1,147.50 \$3,442.50	✓	✓	✓	✓	✓	✓	✓	3	3.5	4.6 4500 ✓

430-5a News 1x \$25 11/1 ✓

430-5a News 1x \$25 11/2 ✓

McG
1x 11/5 5-6a \$250
1x 11/6 5-6a \$250
1x 11/6 6-7a \$650

Advertiser: HOEKSTRA FOR US SENATE
 Campaign: Campaign 10/29/2012 11:02 am

Station Order
 GRAND RAPIDS-KALMZOO-B:CR - TV

Station: WOOD

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Secondary Rate/ Total	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	Total Spots	DMA P 35+ (R)	DMA P 55+ (R)
15	---R--- 08:00P-09:00P	LF 30	30 ROCK/UP ALL	\$760.00 \$760.00	\$637.50 \$637.50			1✓					1	1.8	2.1 750
16	---F--- 09:00P-10:00P	PT 30	GRIMM	\$875.00 \$875.00	\$743.75 \$743.75				1✓				1	4.0	5.0 875
				\$20,525.00		11	13	13					37		

Monthly Totals

Month	Spots	GRP/GRI	Dollars	CPP/CPM	Dollars	CPP/CPM
37	154.5		\$20,525.00	\$132.85	\$17,446.25	\$112.92
37	154.5		\$20,525.00	\$132.85	\$17,446.25	\$112.92

+5275.00

126,200

NEW TOTAL

\$26,200

A